

## Central Business District Focus Area Plan



Adopted by Town Council  
February 27, 2018

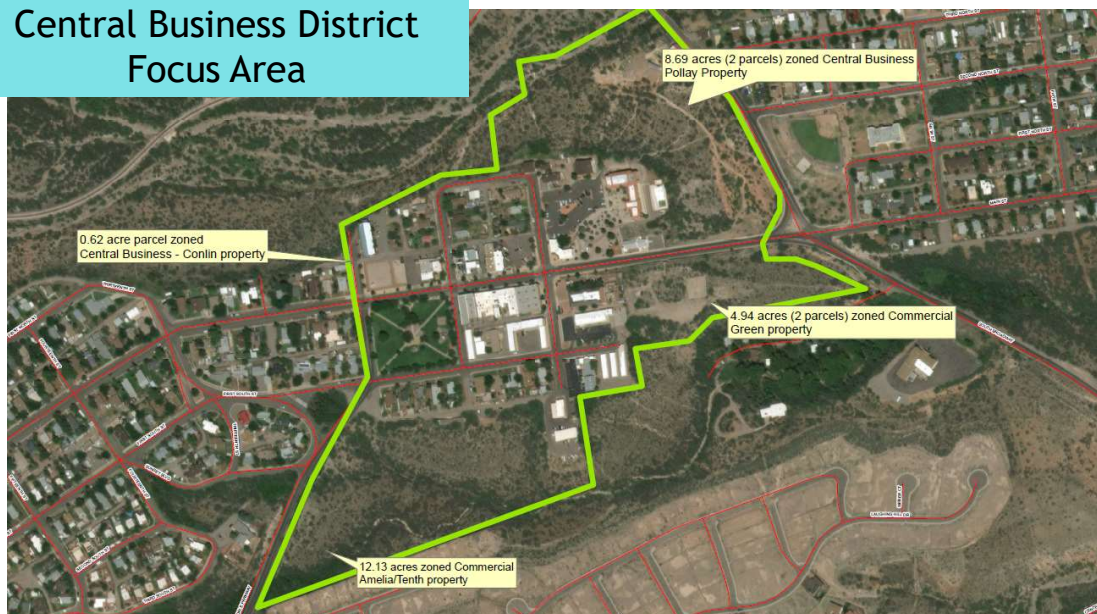
## Introduction and Background

Presented by the Clarkdale Planning Commission:

- ▶ Chair - Ida de Blanc Vice Chair - John Erickson
- ▶ Commissioners: Jorge Olguin - Craig Backus - Debbie Hunseder

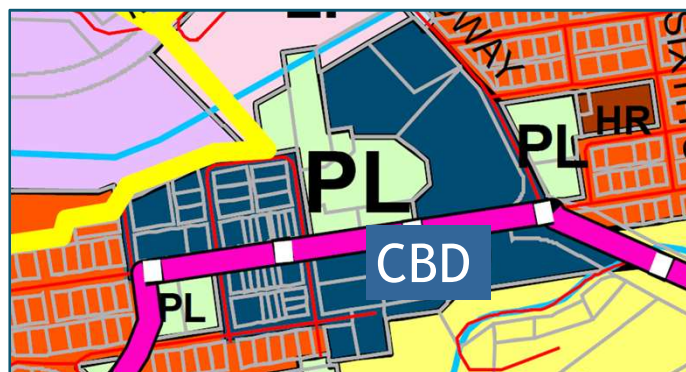


## Central Business District Focus Area



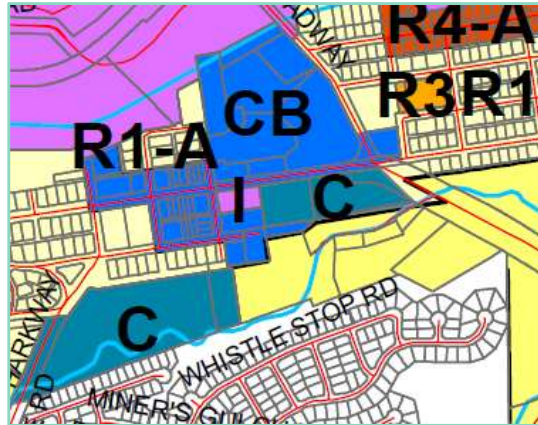
## 2012 General Plan

- ▶ Labeled as a Planning Sub-area
- ▶ The historic Central Business District includes the corridor and side streets along Main Street
- ▶ Potential for additional commercial development along Main Street
- ▶ Mixed-use area combining commercial, residential, Town Park and government services



## Zoning

- ▶ Zoning includes Commercial, Central Business District, R1-A (Single-Family Residential) and Industrial (Arizona Copper Art Museum)



## Existing Conditions

- ▶ 13 property owners/Four business tenants
- ▶ Empty spaces along Main Street
- ▶ Historic District added to the National Registry in 1998
  - ▶ Historic markers walking tour
- ▶ Great public spaces:
  - ▶ Town Park
  - ▶ Clark Memorial Clubhouse
  - ▶ Centennial Plaza
- ▶ Civic Center - Location of Town Hall, Community Library, Post Office
- ▶ 4.5-acres of undeveloped Commercial property on Lower Main Street
- ▶ 12-acres of undeveloped Commercial property between Mountain Gate and Focus Area





## The Plan

GOAL: Retain, expand and attract sustainable economic activity in the downtown area.



## Challenges

- Empty spaces
- Parking
  - for large events
  - to accommodate business growth
- Proximity to residential area
- Signage
- Off the main highway
- Lower Main Street - access and visibility issues
- Delivery truck access
- Condition of buildings and water/wastewater infrastructure



## Opportunities

- ▶ Ordinance support
  - ▶ Arts & Entertainment District - 2013 - includes design guidelines for district
  - ▶ Portable signs (sandwich boards) - 2013
  - ▶ Consumable Products Ordinance - 2014
- ▶ Walkable area
- ▶ Cottonwood Area Transit and Yavapai Apache Nation Transit routes
- ▶ Clarkdale Downtown Business Alliance
- ▶ [Arizona Public Service | Business Site Selection](#)
- ▶ Way finding Signage
- ▶ Success stories



## Design Standards for Arts & Entertainment District (Adopted 10/2013)

- ▶ Establishment of a relationship to adjoining spaces
- ▶ Continuity of street scape along Main Street through inclusion of benches and appropriate landscaping
- ▶ Brick façades and/or partial brick inlays
- ▶ Clerestory windows
- ▶ A strong pedestrian connection to existing sidewalks or extension of the sidewalk system
- ▶ A main entrance from a public sidewalk
- ▶ Rounded arches
- ▶ Large storefront windows
- ▶ Varied roof lines



## Strategic Opportunities

- ▶ Sustainable Clarkdale Initiative
  - ▶ Solar farm/electric car charging stations
- ▶ Creative Clarkdale
  - ▶ Arts & Entertainment District
  - ▶ Use of public buildings as art spaces
  - ▶ Activating alleys through arts and culture
- ▶ Business Development
  - ▶ Boutique manufacturing code
  - ▶ Other code changes

## Ideas

- ▶ Promote more outdoor activity:
  - ▶ Street theatre
  - ▶ Walking tours
  - ▶ Street/alley art
- ▶ Develop additional events
- ▶ Promote an artist co-op space
- ▶ Enhance walkability
  - ▶ Shade trees/lighting/structures on First South and lower Main



## August , 2017 meeting with the Clarkdale Downtown Business Alliance:

- ▶ Identified need to increase traffic in area
- ▶ Need a hook to get people to visit and stay
- ▶ Tie together all assets - Verde Canyon Railroad, Museums, great restaurants and bars, public spaces
- ▶ Pedestrian connection to Mountain Gate community
- ▶ More parking
- ▶ Capital Investment is needed
- ▶ Incorporate more residential into the Main Street block

## Public Input

### Suggested Uses:

- ▶ Small grocery store
- ▶ Retail stores, but not a chain 'discount' store
- ▶ Small hotel with reasonable rates
- ▶ Local brewery
- ▶ Deli/bakery
- ▶ Shoe repair
- ▶ Workout facility
- ▶ Boutique shops
- ▶ Bank
- ▶ UPS Store
- ▶ Dentist
- ▶ Dry cleaner/tailor/laundry
- ▶ Live Music Venue

### Not preferred:

- ▶ Dollar stores
- ▶ More drinking establishments
- ▶ Thrift store

### Comments:

- ▶ Keep it small
- ▶ Recognize growth limitations

## Town's role, responsibilities and capabilities

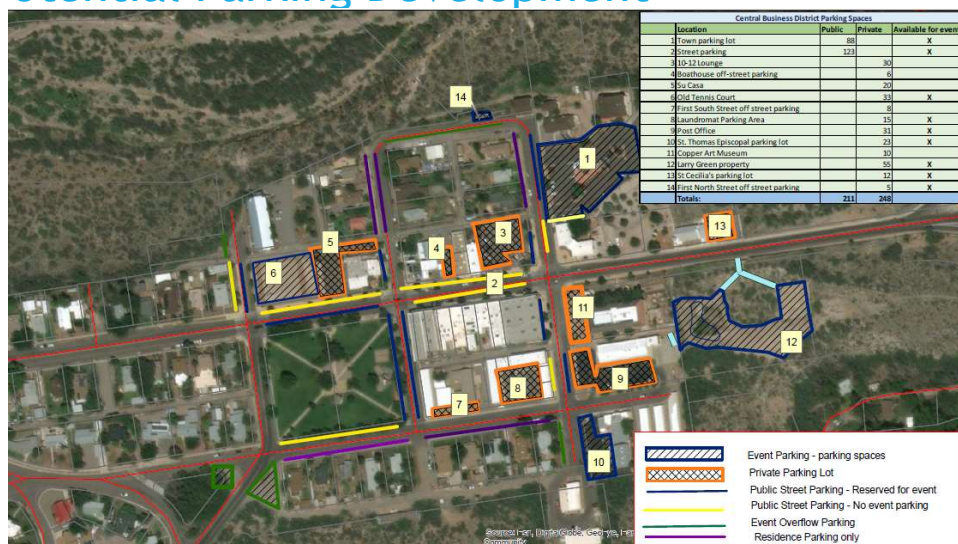
- ▶ Provide the Focus Area Plan to guide and stimulate development
- ▶ Provide information and support to potential developers
- ▶ Modify zoning code if needed to promote sustainable economic development
- ▶ Provide business support through various media outlets:
  - ▶ Experience Clarkdale website and Facebook page
  - ▶ Locally Clarkdale Facebook
  - ▶ Small Talk articles
  - ▶ Trip Advisor
  - ▶ Print advertising

## Strategies

1. Complete previously identified parking improvements - Spring 2018
2. Conduct a parking study of the area to identify, engineer, and assign a cost for additional public parking - Begin Summer 2018
3. Launch a Art in Public Spaces project in the area - Winter 20
4. Continue to support the Clarkdale Downtown Business Alliance with staff time, volunteer time and resources
5. Actively recruit potential businesses through a variety of methods
  - ▶ Sponsoring familiarization tours
  - ▶ Outreach
6. Identify possible funding sources for building improvements
7. Continue to support small businesses through partnerships with the Small Business Development Center, Verde Valley Regional Economic Development Organization and LocalFirst Arizona
8. Consider the impact to existing residences of any new development or changes to parking and traffic patterns



## Potential Parking Development



Click [here](#) for facts and statistics regarding the Clarkdale community.

### Discover Clarkdale A place that makes sense

- ✓ Available vacant commercial and industrial property
- ✓ No development impact fees
- ✓ Top industries by jobs: manufacturing, transportation & warehousing, education, and information
- ✓ Rail accessible
- ✓ Award-winning K-12 schools plus Yavapai College, the Southwest Wine Center, and Small Business Development Center
- ✓ Small business friendly - 59% have 1-4 employees
- ✓ Business promotion by Clarkdale Downtown Business Alliance
- ✓ Member of Verde Valley Regional Economic Organization
- ✓ Sedona Verde Valley Tourism Council partner
- ✓ LocalFirst Arizona Member

### Community & Economic Development Department Director Jodie Filardo



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(928) 639-2500

[Experience Clarkdale](#)

**We love to solve problems and  
meet challenges in new and  
unique ways.**

(Town of Clarkdale Guiding Principles)

